



COMMUNITY PROFILE



CEDAR
PARK



Welcome to Cedar Park, Texas!

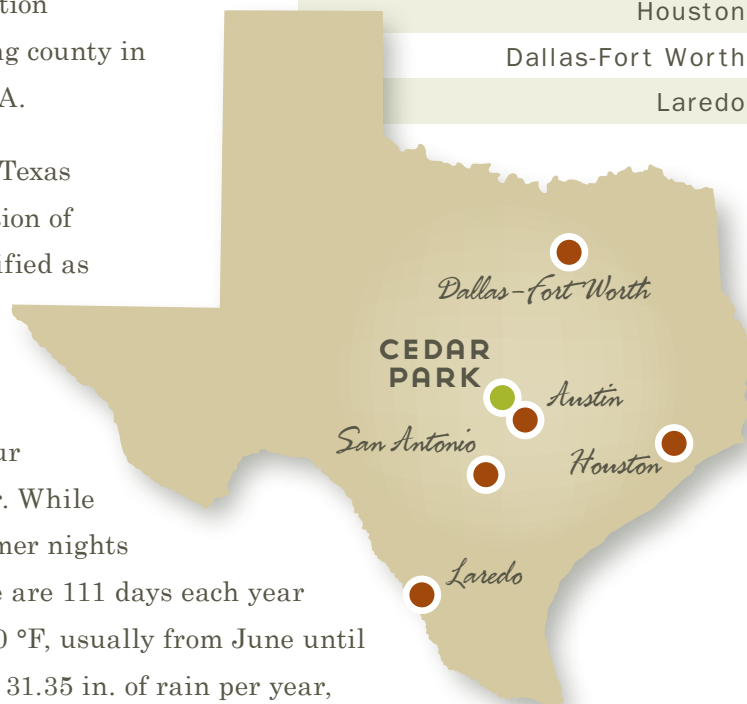
Cedar Park is the third largest city in the Austin metropolitan area, known for its outstanding schools, pro-business climate and relaxed family environment. Named one of Family Circle's Top 10 Places to Raise a Family, Cedar Park offers all the benefits of life in the beautiful Texas Hill Country, with desirable neighborhoods, an entrepreneurial business environment, and an effective, conservatively managed city government. Our commitment to growth and a high quality of life make Cedar Park the right choice for you, your family, and your business!

Cedar Park is part of the Austin-Round Rock MSA (population 1.7 million), the 4th largest region in the state of Texas. Cedar Park is located in western Williamson County (population 422,679), the fastest growing county in the Austin-Round Rock MSA.

Cedar Park is located in the Texas Hill Country with an elevation of 906 ft. The climate is classified as humid subtropical, with hot summers and mild, typically dry winters. Freezing temperatures occur only about 25 days per year. While summer days are hot, summer nights are usually pleasant. There are 111 days each year with temperatures above 90 °F, usually from June until September. Austin receives 31.35 in. of rain per year, with most of the precipitation in the spring.

MAJOR CITIES DISTANCE IN MILES

Austin (Downtown)	17
San Antonio	90
Houston	175
Dallas-Fort Worth	190
Laredo	250



LOCATION



CEDAR PARK

CLIMATE

live

MINIMUM	AVERAGE	MAXIMUM	
37.3° F	48.1° F	58.9° F	January Temperatures
71.5° F	82.8° F	94.0° F	July Temperatures

Avg. Relative Humidity: 67% | Avg. Annual Precipitation: 31.35 in.

Source: National Climatic Data Center

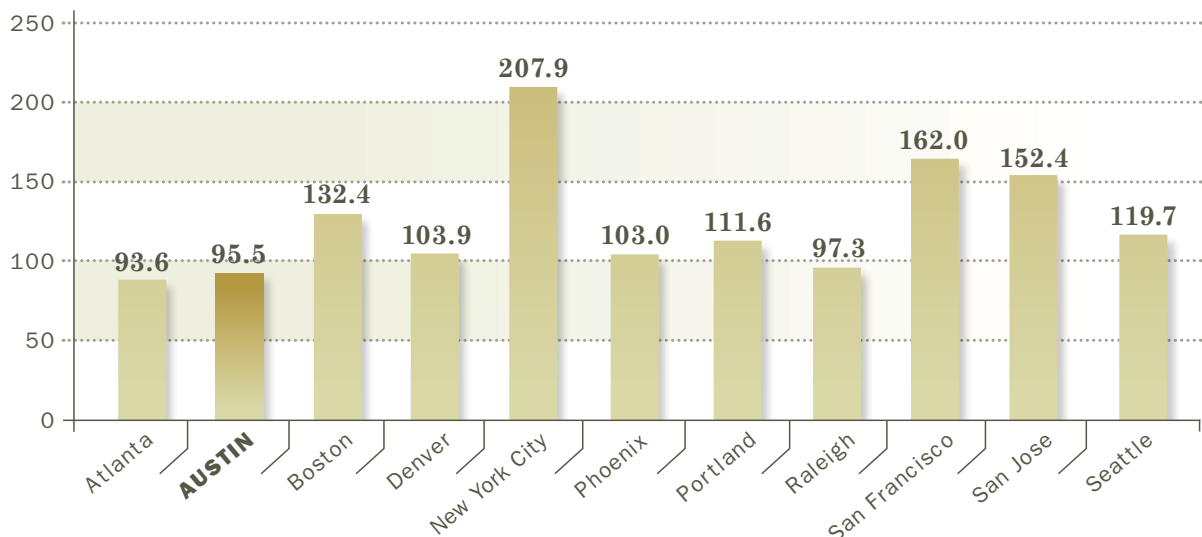
COST OF LIVING

The Cost of Living Index measures housing, grocery, transportation and other items for the typical management family. The national average is 100. The Austin metro and other Texas cities offer much greater affordability than other major US cities.

Source: Austin Chamber of Commerce



2010 AVERAGE COST OF LIVING





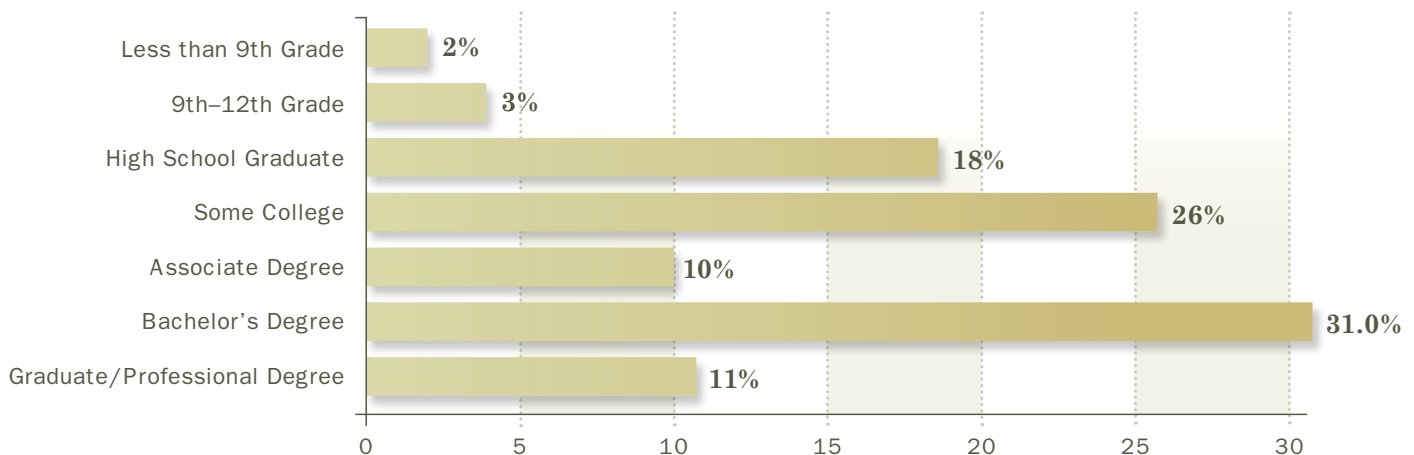
DEMOGRAPHICS

FOR CEDAR PARK & ETJ

	2000 (CENSUS)	2010 (ESTIMATES)	2015 (PROJECTIONS)
Total Population	39,265	73,522	94,438
Median Age	31.5	32.5	32.4
# Households	13,012	24,285	31,217
Median Household Income	\$68,150	\$91,988	\$104,415
Per Capita Income	\$25,723	\$34,900	\$37,684
Median Home Value	\$126,911	\$206,604	\$258,809

OVER **41%** OF THE WORKFORCE HAS A BACHELOR'S DEGREE OR HIGHER
(Higher than the City of Austin)

2010 POPULATION BY EDUCATIONAL ATTAINMENT



DEMOGRAPHICS



CEDAR PARK

% POPULATION BY AGE

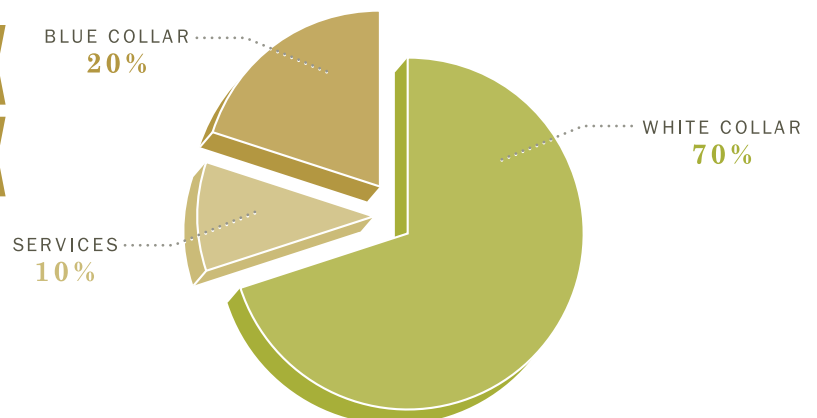
	2000 (CENSUS)	2010 (ESTIMATES)	2015 (PROJECTIONS)
Total Population	39,265	73,522	94,438
Under 5 yrs.	10.6%	10.1%	9.8%
5-9 yrs.	9.7%	9.2%	9.2%
10-14 yrs.	8.5%	8.6%	8.7%
15-19 yrs.	6.3%	6.8%	6.8%
20-24 yrs.	3.8%	4.3%	4.6%
25-34 yrs.	19.0%	14.8%	15.6%
35-44 yrs.	21.4%	17.9%	15.6%
45-54 yrs.	11.5%	15.1%	14.3%
55-64 yrs.	5.0%	8.1%	9.3%
65-74 yrs.	2.4%	3.2%	4.2%
Over 75 yrs.	1.6%	1.8%	1.9%
Over 18 yrs.	66.8%	67.5%	67.7%

% POPULATION BY RACE

	2000 (CENSUS)	2010 (ESTIMATES)	2015 (PROJECTIONS)
Total Population	39,265	73,522	94,438
White	86.7%	80.2%	80.4%
African American	3.3%	4.4%	4.5%
American Indian	0.3%	0.5%	0.4%
Asian or Pacific Islander	2.7%	4.3%	4.3%
Other Race	4.9%	7.5%	7.5%
Two or More Races	2.1%	3.0%	3.0%
Hispanic Origin	12.8%	19.0%	20.1%
Male	49.7%	49.4%	49.3%
Female	50.3%	50.6%	50.7%

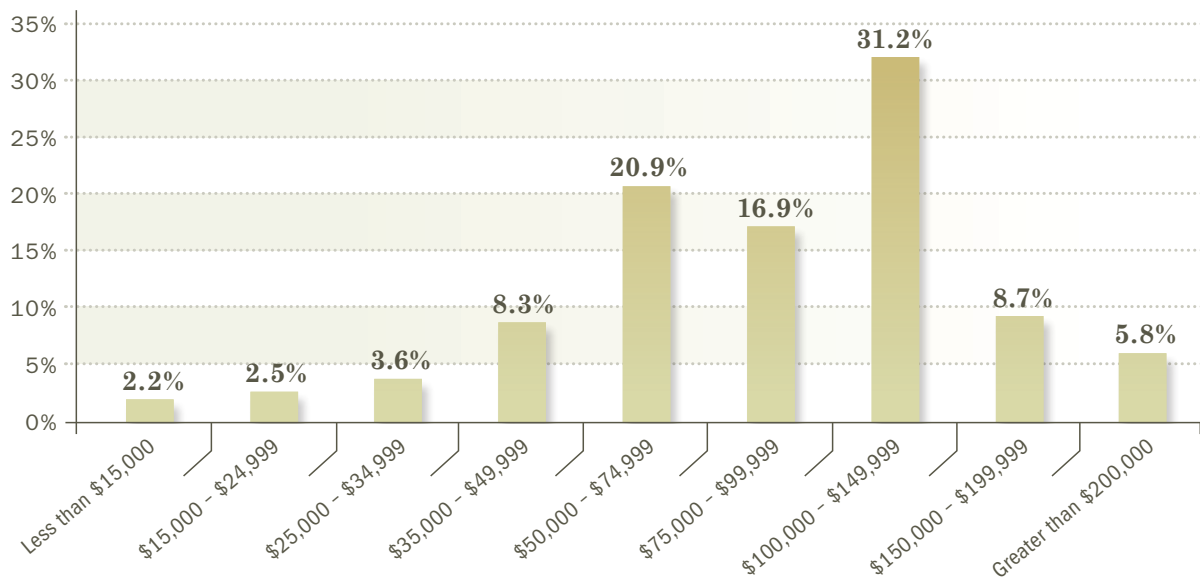
% POPULATION BY

OCCUPATION TYPE





2010 HOUSEHOLDS BY INCOME



2010 POPULATION BY MARITAL STATUS

Never Married	22.4%
Married	64.9%
Widowed	2.4%
Divorced	10.2%

Source: ESRI, Census Bureau



2011 CEDAR PARK

LABOR FORCE

Labor Force	32,959
Employed	30,975
Unemployed	1,984
Unemployment Rate	6%

Source: Texas Workforce Commission



EDUCATIONAL ATTAINMENT OF

PERSONS 25 YEARS OR OLDER, 2009

	Cedar Park	Austin MSA	Texas	United States
High school graduate or higher	94.7%	86.6%	79.9%	85.3%
At least some college	77%	66.6%	46%	56.8%
Bachelor's degree	41.6%	38.7%	25.5%	27.9%
Graduate degree	10.6%	13.1%	8.5%	10.3%

LEANDER INDEPENDENT SCHOOL DISTRICT

www.leanderisd.org

Leander ISD's success is driven by an uncompromising vision and an unwavering devotion to three key elements: a continually improving world-class curriculum, a focus on teaching and modeling ethical behavior, and the encouragement of a level of parent and community involvement that is the envy of school districts across Texas. LISD continues to be among the nation's fastest-growing school districts!

'09/'10 LISD Student Enrollment: 30,321
 Projected 2010-11 Enrollment: 32,255
 Number of LISD Staff: 3,984
 '09/'10 Graduates: 1,477
 LISD '08/'09 Operating Budget: \$236.7 Million
 Expenditures Per Student 2009: \$7,423
 Average Daily Attendance: 95.8%
 Average Teacher Years of Experience: 10.5
 Total Tax Rate: \$1.4548
 Total of 37 campuses
 High Schools: 5
 Middle Schools: 7
 Elementary Schools: 23
 Alternative Program Facilities: 2

ACADEMICS

The release of the 2010 TEA accountability ratings shows 32 of the 34 rated LISD campuses earning either Recognized or Exemplary status, or 94 percent, up from 90 percent in 2009 and 79 percent in 2008. For the class of 2010, 69% of students took either the SAT or the ACT, and 68% of its graduates directly enrolled in college after high school.

2010 TAKS Test Scores <i>Met 2010 Standard</i>	2009 College Entrance Exams
Writing: 95%	SAT Mean: 1077
Soc Studies: 98%	ACT Mean: 23.1
Reading: 96%	
Math: 92%	
Science: 91%	

**AUSTIN COMMUNITY COLLEGE**www.austincc.edu

Cypress Creek campus in Cedar Park is one of six campuses located throughout the Greater Austin area. ACC offers university transfer credits, workforce training, two year associate degrees and basic skills education. ACC offers Associate of Arts and Science degrees in over 30 university transfer majors; and Associate of Science degrees and certificates in over 50 technical fields.

COLLEGES AND UNIVERSITIES IN THE AREA / 2009 ENROLLMENT

- Austin Community College (Multiple Locations, including Cedar Park): 40,248
- Concordia Lutheran College (Austin): 2,242
- Huston-Tillotson College (Austin): 882
- Southwestern University (Georgetown): 1,301
- St. Edward's University (Austin): 5,293
- Texas State University (San Marcos): 30,803
- University of Texas (Austin): 50,995

**TOTAL 2009 FALL ENROLLMENT****(4-YEAR, 2-YEAR AND FOR-PROFIT) THROUGHOUT AUSTIN-MSA: 171,885**

Total 2009 Associates Graduates: 4,530

Total 2009 Bachelors Graduates: 16,461

Total 2009 Masters Graduates: 4,966

Total 2009 PhD. Graduates: 1,441



MAJOR ROADWAYS SERVING CEDAR PARK

I-35 The “NAFTA” Corridor puts Dallas, San Antonio and Laredo all within 4 hours of Cedar Park businesses. (7.7 Miles from 1431/183A Intersection)

Average Daily Traffic: 148,000 at 1431 Interchange, 173,000 at SH-45 Interchange in Williamson County. *Source: 2009 TxDOT*

U.S. Highway 183A 183A was the first toll road opened by the Central Texas Regional Mobility Authority in 2005, and its ongoing success has led to an accelerated development schedule for the completion of the northern extension.

ADT: 117,692

Source: 2010 CTRMA

U.S. Highway 183 (Bell Blvd.) The major in-town North/South corridor within the City of Cedar Park connects the City to Leander to the north and Austin to the South.

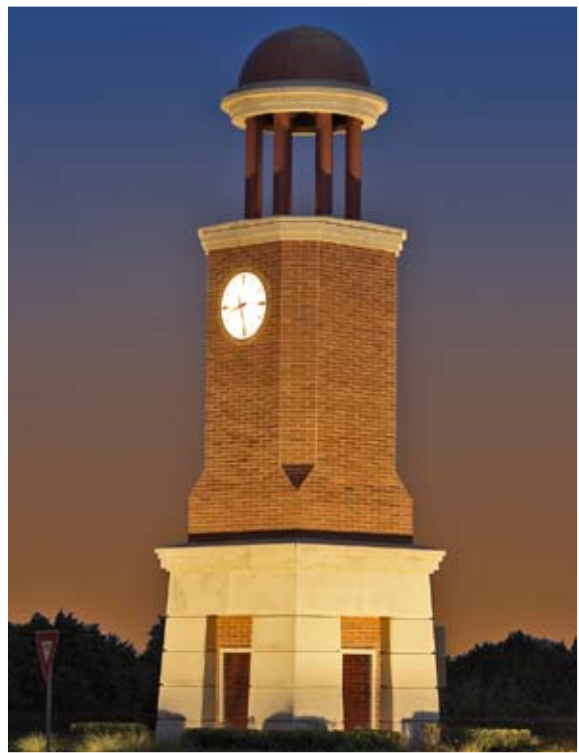
ADT: 44,737 South of 1431

FM 1431 (Whitestone Blvd.) The major East/West corridor in Williamson County connects to I-35 in the East, and Lake Travis in the West.

ADT: 33,755 at 183

Parmer Lane/Ronald W. Reagan Highway
This North/South corridor on the eastern side of the City of Cedar Park connects to SH 45 in the south and FM 2243 in the north.

ADT: 35,033 at Brushy Creek Road.





RAILROAD SERVICE

Watco Companies Inc., operates the Austin Western Railroad (AWRR), which commenced operations on October 1, 2007. AWRR operates short line freight service in Cedar Park, with connections to Union Pacific at McNeil and Elgin. Traffic includes aggregates, crushed limestone, calcium bicarbonate, lumber, chemicals, plastics and paper.

AIR SERVICE

Austin-Bergstrom International Airport is only 28 Miles from Cedar Park, and boasts Non-stop service to 37 Cities on the following Passenger airlines: Alaska Airlines, American Airlines, Continental Airlines, Delta Air Lines, Frontier Airlines, JetBlue Airways, Southwest Airlines, United Airlines, and US Airways.

AIR CARGO SERVICES

ABIA's cargo facilities are strategically located near a 12,250 feet long runway and next to Texas Highway 71, which is within minutes of Interstate 35. Air Cargo providers include: ABX Air, Baron Aviation Service, FED EX, Telesis Express and UPS.

The cargo facilities are serviced by the following ground handlers: Integrated Airline Service, Menzies Aviation USA, Ground Service Equipment Maintenance and World Service Company.





UTILITIES

Telecommunications Cedar Park is able to offer a variety of both telephone and wireless services to residents and businesses. AT&T supplies the telecommunications infrastructure throughout the city and continues to provide the latest in technology and services, with extensive fiber in place.

thrive

AVAILABLE BUSINESS SERVICES

Ethernet Servicing bandwidth requirements ranging from 512k to 10G

Internet Access DS1 (1.544 Mbps) to OC-12 (622.08 Mbps).

Optical 150Mbps to OC-192, or converged SONET/DWDM rings

Electric Power Supplier Pedernales Electric Cooperative is a private electric utility owned by the consumers they serve and the largest electric cooperative in the United States. PEC provides electricity to more than 227,000 members throughout their 8,100 square mile territory, which includes some of the fastest growing counties in the state.

Natural Gas Supplier Atmos Energy, the largest pure natural gas distributor in the United States, is the City's provider. Atmos delivers natural gas to more than 3.2 million residential, commercial and industrial customers in 12 states.

Cable Time Warner Cable

Water and Wastewater The City of Cedar Park's Water Treatment facility is located on Lake Travis, which is the source of the City's water supply. Originally constructed in 1973, it has undergone several expansions over the years to keep pace with the City's rapid growth. The Cedar Park Utility Drinking Water Meets or Exceeds All Federal (EPA) Drinking Water Requirements. The City's Wastewater Treatment facility is an award winning EPA facility and has one of the most stringent permits issued by the State of Texas.

Water Source: Lake Travis

Water Plant Capacity: 30 MGD

Average Water Consumption: 12 MGD

Peak Water Consumption: 22 MGD

Sewer System Operator: City of Cedar Park

Sewer Plant Capacity: 6 MGD (2.5 MGD at Cedar Park Plant and 3.5 MGD at Brushy Creek Regional Plant)

Permitted Capacity: 6.0 MGD

Current Daily Usage: 4 MGD



In Cedar Park, business is a key part of the community. Cedar Park is home to some of the most advanced manufacturing companies in Central Texas such as MD Totco, ETS Lindgren, 3PS and Flame Technologies. In addition, Cedar Park is also home to innovative high tech firms such as Mystic Pharmaceuticals, Integrated Bank Technology, EEStor, and Fallbrook Technologies. These companies enjoy Cedar Park's highly skilled workforce, low cost of doing business, access to Austin, and pro-business environment.

MAJOR EMPLOYERS AND HIGH GROWTH COMPANIES IN CEDAR PARK

National Oilwell Varco: 325
 Cedar Park Regional Medical Center: 300
 ETS Lindgren: 270
 CoreSlab Structures: 250
 Baker Drywall: 250
 BMC Millwork: 140
 BMC West: 135
 Flame Technology: 80
 Austin Wood Recycling: 70
 Fallbrook Technologies: 50
 3PS, Inc.: 50
 Corvalent: 45
 Dental Health Management Solutions: 40
 P.D.Morrison Enterprises: 32
 Satellite Chemical: 25
 Complete Book & Media Supply: 25
 Mystic Pharmaceuticals: 24
 Austin Dynamics: 24

TDK RF Technology: 20
 Integrated Bank Technology: 17
 EEStor: 10



work

MAJOR PRIVATE EMPLOYERS IN AUSTIN METRO AREA

Dell: 14,000
 Seton Family of Hospitals: 11,500
 H-E-B: 10,904
 St. David's Healthcare Partnership: 6,600
 IBM Corp.: 6,239
 Freescale Semiconductor: 4,336
 AT&T: 3,450
 Apple: 3,000

Advanced Micro Devices: 2,933
 Applied Materials: 2,250
 National Instruments: 2,200
 Girling Health Care: 1,952
 Flextronics (formerly Solectron): 1,875
 Time Warner Cable Co.: 1,765
 Whole Foods Market: 1,694



THE CITY OF CEDAR PARK

www.cedarparktx.us

Type of Local Government: Home Rule
 Form of Government: Manager/City Council
 Number of Council Members: One Mayor,
 6 Council Members
 Number of City Departments: 23
 City Employees: 380

Number of Police Officers: 101
 Number of Firefighters: 72
 Fire Department: ISO class 1
 HazMat Response: Yes
 2010/11 Operating Budget: \$28.5 million

CRIME RATE PER 100,000 RESIDENTS, 2010

Source: FBI Uniform Crime Reports, 2010

	Violent Crime	Property Crime
Cedar Park	70	982
Austin Metro	356.1	4024.8
Texas	490.9	4015.5
United States	429.4	3036.1
United States Metro's	489	3352

AVAILABLE INCENTIVE PROGRAMS

The City of Cedar Park Economic Development Corporation is proud to participate in the region's premier economic development initiative, **Opportunity Austin.**

Tax Abatement – yes
 4A/4B Sales Tax – yes
 Chapter 380 Programs – yes

FREEPORT EXEMPTION

City – yes
 County – yes
 LISD – yes

2010–11 PROPERTY TAX RATES PER \$100 VALUATION

City of Cedar Park: 0.493501
 Williamson County: 0.45999
 Leander Independent School District: 1.45480
 Austin Community College: 0.095100
 Total Effective Tax Rate: 2.50339

SALES TAX RATE (State Law Caps Sales Tax at 8.25%)

State Sales Tax: 6.25%
 City Sales Tax: 1.00%
 Economic Development Sales Tax (4A): 0.50%
 Community Development Sales Tax (4B): 0.50%
 Total Sales Tax: 8.25%

GOVERNMENT



CEDAR PARK

Number of City Parks: 46

Total Parklands: Over 860 acres

Community Pools: 3

Tennis Courts: 9

Library: 1 Municipal Library
Over 100,000 books



ANNUAL CITY EVENTS



Spring Egg-Stravaganza (March/April)

Cedar Park Heritage Festival (Spring)

Movies in the Park (Spring & Fall)

Concerts in the Park (Spring & Fall)

Fourth of July Celebration (July)

Poolapalooza (May)

Splash Jam (Summer – Sunday before Labor Day)

Veterans Memorial Event (November)

Cedar Park Bydee Festival (Fall)

City Golf Tournament (Fall)

Holiday Tree Lighting (December)

Santa's Workshop (December)



PARKS

With over 46 parks and 860 acres of parkland, Cedar Park takes its recreation very seriously. The city's new 47,500 SF state of the art recreation center has a double gymnasium with an elevated walking/jogging track, a cardio and weight area, three multi-use community rooms, and a babysitting area. The Recreation Center is in Town Center at 1435 Main Street.



SHOPPING

1890 Ranch is Cedar Park's largest lifestyle center, at just over 900,000 SF. 1890 opened in May 2008, and is anchored by Super Target, Cinemark Movie Theater, Office Max, Academy Sports and Gold's Gym. The project was developed by Endeavor Real Estate Group of Austin, developer of the Domain, and is located at the intersection of 1431 and the new north/south commuter toll road, 183A.

CEDAR PARK CENTER

www.cedarparkcenter.com

The \$55 million dollar Cedar Park Center opened June 10, 2008. The Cedar Park Center is a multi-purpose event center on city-owned property at the corner of New Hope Drive and Toll Road 183A. The indoor event center is 181,000 square feet, with 6,800 seats, 24 luxury suites, a center hung scoreboard, conference and meeting space, and 2,500 parking spaces immediately adjacent to the building. The event center hosts 40 regular season games plus pre-season and playoff games for the Texas Stars, American Hockey League affiliate of the Dallas Stars. The arena also hosts numerous family events, such as concerts/live entertainment, rodeo, ice shows, basketball, graduations, trade shows and more.

The Events Center is a partnership of The City of Cedar Park, Texas and Hicks Cedar Park, LLC, an affiliate of the Hicks Sports Group (HSG).



HOUSING

Housing construction is a common sight in Cedar Park and careful consideration has been given to provide greenbelts and hike and bike trails in most neighborhoods.

Cedar Park's housing market offers a variety of options for home buyers and renters. Families are able to find housing priced from \$100,000 to over \$1,000,000 in neighborhoods offering a wide range of services and amenities.

Largest Residential Communities (Total Planned Units)

Carriage Hills:	2,037
Ranch at Brushy Creek:	1,660
Buttercup (includes Westside at Buttercup):	1,530
Town Center:	857
Walsh Trails:	613
Forest Oaks:	660
Silverado West:	532
Red Oaks:	445

HEALTHCARE

Cedar Park Regional Hospital

Cedar Park Regional Medical Center, a joint venture of Community Health Systems and the Seton Family of Hospitals, opened in December 2007. The new hospital features state-of-the-art surgical suites and user-friendly patient rooms. The hospital currently employs 300 and operates 75 beds, expanding to 150 beds in the future. Cedar Park Regional Medical Center boasts advanced surgical and patient facilities, emergency facilities and physicians in over 25 specialties.



The following centers offer acute care, all within 5 miles of Cedar Park

- Cedar Park Regional Medical Center
- Scott & White Clinic at Cedar Park
- Pro Med Medical Care Center
- Urgent Care Plus

Hospitals within 30-mile radius:	24
Number of Acute Care Beds:	2,505
Trauma Care Center:	Yes
24-hour Emergency Care:	Yes
Neonatal Care:	Yes



COMMUNICATIONS

CEDAR PARK NEWSPAPERS

Hill Country News (twice weekly)

Cedar Park Citizen (weekly)

Community Impact (Monthly)

REGIONAL NEWSPAPERS

Austin Business Journal (weekly)

Austin American Statesman (daily)

Austin Chronicle (weekly)

Radio: 17 AM & 41 FM channels in Austin area

BROADCAST TELEVISION

KVUE-TV (ABC Channel 24)

K-EYE-42 (CBS Channel 42)

KXAN-TV (NBC Channel 36)

KTBC-TV (Fox Channel 7)

KLRU-TV (PBS Channel 18)

YNN Austin (local all news channel)



CHURCHES

Finding a place of worship in Cedar Park is easy thanks to the 73 churches within the city and surrounding communities (Leander, Northwest Austin).

Assembly of God: 2

Baptist: 14

Catholic: 3

Church of Christ: 3

Episcopal: 2

Jewish Synagogue: 1

Lutheran: 3

Methodist: 6

Presbyterian: 3

Other/Non-denominational: 36

Source: Cedar Park Chamber of Commerce





ANNUAL COMMUNITY EVENTS

CP Chamber Annual Awards Banquet (February)
CP Chamber Cedar Chopper Barbecue Cook-Off (March)
CP Chamber CedarFest / Business Expo (May)
CP Chamber Golf Classic (Spring)
CP Chamber Business Expo (August)
CP Chamber Sporting Clay Tournament (August)
CP Chamber Entrepreneur Expo (September)

TOURISM

Texas Stars Hockey
Austin Toros Basketball
The Hill Country Flyer
Vintage Steam Engine excursions
Lake Travis North Shore: Boating and Fishing

RECREATION

State Parks within 60 miles: 14
Public and Private Golf Courses within 15 miles: 32
Distance from Lake Travis: 8 miles

HOTELS

Best Western	La Quinta Suites
Comfort Inn	Motel 6
Holiday Inn Express	Candlewood Suites

FINANCE

Number of Financial Institutions with Branches
in Cedar Park: 19

NEED MORE INFORMATION?

Contact the Cedar Park Economic Development Department

Phone: (512) 401-5028 | Web: www.cedarparktx.us

Email: economicdevelopment@cedarparktx.us

